

Television Centre

Residential Overview

Overview

Television Centre, the iconic former headquarters of the BBC, has been transformed into a new West London destination.

The completion of new apartments and penthouses features a range of residents' amenities including a lobby with 24-hour concierge, screening room, lounge, meeting room, private landscaped gardens and secure basement car parking. Residents also benefit from a gymnasium with swimming pool and hammam managed by Soho House – who also have a members' club, 47-bedroom hotel, Electric Cinema and restaurant on site.

At the centre of life at Television Centre are three television studios that host daily live audience recordings for programmes such as The Jonathan Ross Show and Graham Norton.

All-day cafés and restaurants include Bluebird, Cricket, Homeslice, Patty & Bun, The Allis and Endo at Rotunda, whilst new offices provide further life on the development with over 3,500 people working at Publicis Media, The White Company, Soho Works and BBC Studios.

Television Centre at a glance



Address

Television Centre, 101 Wood Lane,
White City, London W12 7FW

Development Team

Stanhope
Mitsui Fudosan
AIMCo

Local authority

London Borough of Hammersmith & Fulham

Building guarantee

10 year BLP warranty from completion

Tenure

975 year leasehold

Service charge per annum

£7.09 per sq ft (The Crescent)
£7.58 per sq ft (The Helios)

Ground rent

Studio	£350
1 bedroom	£450
2 bedroom	£600
3 bedroom	£750
Premium/Penthouse	£1,000

Reservation fees

Up to £1m	£2,500
£1m – £2.5m	£5,000
Premium	£10,000
Penthouse	£20,000

Terms

Exchange of contracts within 21 days
of receipt of legal documentation

Apartments



Television Centre's apartments include contemporary conversions and new architectural designs. The Helios apartments have been created from the historic core and overlook the famous central courtyard and fountain, while the newly constructed Crescent features expansive glazing and individual balconies and terraces overlooking the development's inner private gardens or Hammersmith Park.

The Helios

The Helios is a 20th-century masterpiece. Behind its Grade-II listed façade of original crittall windows and decorative tiling, the studio and 1 to 4 bedroom apartments and penthouses are a collection of carefully crafted conversions with contemporary specification featuring comfort cooling and under floor heating throughout.

The Crescent

The Crescent is a separate collection of new apartments and penthouses that wrap around the Helios. The building is conceived as a modern mansion block with five separate cores and units featuring large windows and private balconies that look into the peaceful inner gardens or out over historic and secluded Hammersmith Park. With warm oak flooring and white terrazzo, the design of this collection is clean, modern and expertly detailed.





The Crescent apartments feature warm timber flooring and a wide sweep of windows that overlook the private residents' gardens, Hammersmith Park, or both from dual-aspect apartments. Generous ceiling heights make the apartments feel light and roomy.

The Helios apartments, shown above, feature windows that line the full span of every apartment, and sections of ribbed ceiling in the open-plan living area expose the original structure of the building. Bathrooms feature bespoke tiles by architects AHMM, inspired by classic Mid-century Modern designs.



The Architects' Series

Five contemporary UK architects have designed an exclusive collection of premium apartments and penthouses. These unique homes sit at the top of the development across both the Helios and Crescent and offer the choice of 2, 3 and 4 bedrooms and lateral or duplex layouts.

Whilst the designers differ, the homes offer the same high ceilings, luxury specification and multiple roof terraces.

For further details, please consult your sales representative.





Amenities

Residents have access to a range of services and facilities across the development including:

- Hotel-style lobby with 24 hour concierge
- On-site estate management team
- Lifestyle manager
- Residents' lounge with meeting room and co-working area
- Private screening room
- Gymnasium with changing rooms, heated indoor swimming pool, sauna and steam, hammam, fitness studios and cafe
- Landscaped courtyard gardens
- Basement car and cycle parking

Television Centre



Food and drink

West London's newest dining destination brings together up-and-coming chefs and established classics.

Lunch on the terrace or dinner at the bar, take your pick from Patty & Bun, Homeslice, The Allis and Cricket.

In addition, Bluebird's new opening at Television Centre provides modern European dining to the chic new White City neighbourhood, just as it has to Chelsea and the King's Road since the 1990s.

Endo at Rotunda completes the line-up – an exclusive new offering from world-renowned master sushi chef Endo Kazutoshi.



Hotel

Stay with Soho House in the new 45-bedroom hotel with rooms overlooking the landscaped forecourt.

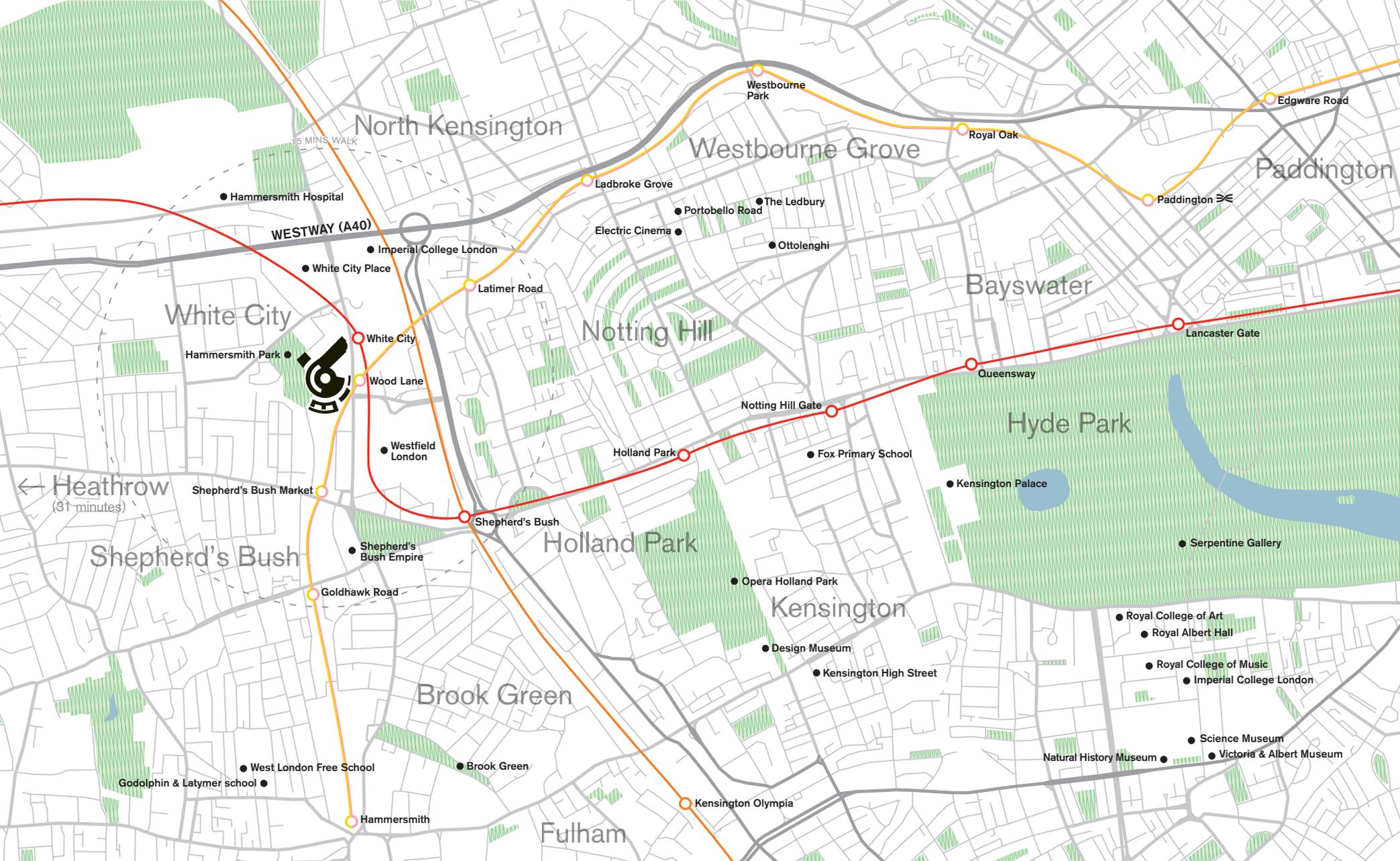


TV Studios

The BBC's three television studios date back to the 1960s, and were the site of some of the UK's most famous programmes. Today they host daily live audience recordings for programmes such as The Jonathan Ross Show and Graham Norton.



Fantastic West London location





Connectivity

Underground and rail

Television Centre is served by three local stations: White City on the Central line, Wood Lane on the Circle and Hammersmith & City lines, and Shepherd's Bush on the Central line and national rail.

Road

The West End is a 10-minute drive via the Westway (A40), and London Heathrow is just over half an hour by taxi.

Local area guide

White City

Stretched over 145 acres, the regeneration of White City includes a new academic hub and campus for Imperial College London, the expansion of Westfield London, new homes and a new public park, and the redevelopment of the former BBC Media Village into a new office quarter, White City Place, creating over 20,000 new jobs in the next five years. With the completion of Television Centre, creation of White City Place and completion of both Westfield's expansion and Imperial College's first phase there has never been a better time to visit or live here.

West London

More than a historic landscape, with its Georgian stucco villas and grand Victorian museums and galleries, West London is a soulful mix of easy London living. It is lazy afternoons in Hammersmith, Holland or Hyde Parks, lunch breaks exploring the vibrant markets of Portobello and Shepherd's Bush, or a late film and dinner at Television Centre.

Westfield

Westfield London has become Europe's biggest shopping centre since its expansion in 2018. Offering the choice of over 425 stores, cafes and restaurants, including John Lewis, Waitrose, Apple, Louis Vuitton, Prada, Burberry and a 17-screen 3D cinema.

Imperial College London

The world-leading science-based university is creating a new hub for academia, commerce and industry in White City (pictured left). Flagship buildings include The Molecular Sciences Research Hub, The Michael Uren Biomedical Engineering Research Hub and the Translation & Innovation Hub (I-HUB).

- 2 Shepherd's Bush    
- 4 Holland Park  
- 5 Notting Hill Gate    
- 7 Paddington (Crossrail 2020)     
- 10 Portobello Road (via Ladbrooke Grove)
- 12 Bond Street    
- 14 Oxford Circus    
- 22 King's Cross St Pancras      
- 22 Bank    
- 32 Canary Wharf (Crossrail 2020)   
- 33 Heathrow Airport (Crossrail 2020)  
- 68 Gatwick (via Clapham Junction) 

All travel times shown in minimum minutes, measured by Underground from White City or Wood Lane (source: TfL), except for Heathrow Airport which is measured by car.

Education

With some of London's best nurseries and schools within easy proximity, Television Centre is an excellent place to raise a family. A selection of primary schools are a short distance away, while world class institutions are a car journey away.

White City is also increasingly a hub for post-secondary institutions. The Royal College of Art and Imperial College have both expanded campuses to White City, and other world-class universities are within easy proximity, thanks to Television Centre's excellent transport links.

Primary education

St Stephen's C of E
Primary School
7 mins
🚶

Notting Hill
Prep School
9 mins
🚶

Bassett House
School
12 mins
🚶

St John XXIII Catholic
Primary School
14 mins
🚶

Tabernacle
School
14 mins
🚶

Ark Burlington
Danes Academy
20 mins
🚶

Secondary education

Godolphin and
Latymer School
10 mins
🚗

St Paul's
Girls School
10 mins
🚗

Latymer Upper
School
10 mins
🚗

Hill House
Upper School
18 mins
🚗

Harrow
School
22 mins
🚗

Eton
College
24 mins
🚗

Higher education

Imperial College
White City
5 mins
🚶

RCA
White City
5 mins
🚶

University College
London (UCL)
24 mins
🚶

London School of
Economics (LSE)
26 mins
🚶

Imperial College
South Kensington
31 mins
🚶

Kings College
London
33 mins
🚶

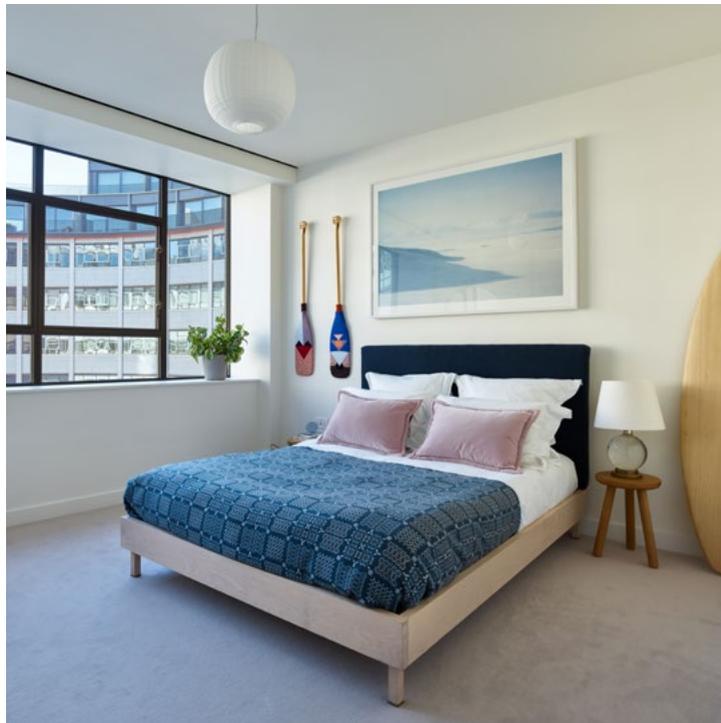


Images courtesy
Imperial College London

Investing in Television Centre

Television Centre is one of the most popular developments in West London, attracting a wide pool of renters thanks to an unrivalled choice of apartment types, selection of amenities, quick access to transport networks and even mix of owner-occupiers and tenants.

Number of bedrooms	Average achieved gross yield (per annum)*
Studio	3.82%
1	3.46%
2	3.10%
3	3.10%
Premium	2.49%



*Source: Savills and Strutt & Parker rental report, November 2018.

“Television Centre has proven to be one of the most popular developments in London for renters. The host of amenities it offers has not been rivalled by any other development at a similar price point.

The convenience of transport links has also made it hugely appealing to a broad range of tenants. Many investors have been very satisfied with the strong tenant demand and rental figures achieved.”

Lorenzo Carraro,
Head of Residential Development
Lettings, Savills

Joint Sales Agents



Sales Suite

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The Team

Architecture:
Allford Hall Monaghan Morris

Interior architecture and design:
Allford Hall Monaghan Morris

Landscape design:
Gillespies

Show apartments:
Suzy Hoodless

Development team:
Stanhope
Mitsui Fudosan
Alberta Investment Management Corporation

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Design by dn&co.
dnco.com

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televisioncentre.com
#ThisisTVC
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TELEVISION CENTRE